

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
REGIONAL COUNCIL EXECUTIVE COMMITTEE MEETING

June 4, 1998  
MAG Offices - Saguaro Room  
302 North 1st Avenue, Suite 200, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Elaine Scruggs, Glendale, Chairman  
Mayor Neil Giuliano, Tempe, Vice Chairman  
Mayor Jay Tibshraeny, Chandler

\*Mayor Dallas Gant, Wickenburg  
Mayor Skip Rimsza, Phoenix

\*not present

1. Call to Order

The meeting was called to order at 10:50 a.m. by Chairman Elaine Scruggs.

2. Approval of the May 14, 1998 Meeting Minutes

Mayor Tibshraeny moved, Mayor Giuliano seconded, and it was unanimously carried to approve the minutes of the May 14, 1998 meeting.

3. Valley Vision 2025 Update

James Bourey gave a preview of the agenda for the Citizens' Summit to be held on June 6, 1998 at the Orpheum Theater. Registration is 8:00-8:30 a.m., followed by a performance by the Valley Youth Theater. Bruce Kirk, the moderator, will welcome the audience to Vision 2025. He will introduce Mayor Elaine Scruggs and Councilmember Richard Thomas for opening remarks.

A multi-media presentation and speakers giving up to four-minute scripted talks take place from 9:00 a.m. until 10:20 a.m. followed by a short refreshment break. The Citizens' Future Preference Survey begins at 10:40 a.m. The audience supplies demographic information and votes on their ideas for the future using electronic keypads.

Mr. Bourey noted the structured part of the Summit ends at noon, followed by an open microphone session from 12:15 p.m. to 2:00 p.m. Mayor Rimsza suggested that Mr. Kirk run the open microphone session by receiving comment cards from the audience in order to maintain control over a speaker's time limit. Mr. Bourey agreed that is a valid concern.

Chairman Scruggs asked how many newspapers had attended the media preview given this morning. Mr. Bourey stated that the Arizona Republic and the Tribune, as well as some others attended. The Arizona Business Journal previewed the presentation earlier this week.

Chairman Scruggs asked how quickly the results from the electronic keypads are reflected on-screen. Mr. Bourey replied that the results would be virtually immediate. Mayor Rimsza stated that optimally, the

audience makeup would be represented by more than Caucasian college graduates with annual incomes of \$100,000+.

Mr. Bourey handed out the media informational packet to committee members and introduced the 2025 presentation video, followed by a portion of the slide presentation. Mayor Giuliano commented on the air quality slide, noting how much improvement has been attained over the years, crediting emissions testing as one advance.

Chairman Scruggs commented on the slide illustrating revenue sources and asked how they were determined. Mr. Bourey explained that all the budgets were put together and averaged. Chairman Scruggs noted that the slide made it appear that the government is operated on revenue from utilities.

Mayor Rimsza commented on a slide with the wording "1/3 acre" and "1/10 acre." He questioned what the slide was telling him. Leslie Dornfeld explained that the slide depicting 1998 open space availability is 1/3 acre per person and expected 2025 open space availability, projected at the present rate of growth, to be 1/10 acre per person. Mayor Rimsza stated that the graphic does not tell the story and requires some explanation of what is being depicted. Ms. Dornfeld stated that text could be added for clarity.

Mayor Rimsza asked what questions the media asked during their presentation. Mr. Bourey replied that they were interested in how the public would be continuously involved and how we will follow up with the collaboratives.

Mayor Rimsza expressed concern over how the statistics were derived on the slides illustrating crime statistics and budget. He was also concerned about how the slides were worded, stating that lobbyists can take this information out of context and use it to reinforce their own viewpoints. The legislature looks at how we package things. Mr. Bourey will follow up on addressing Mayor Scruggs' and Mayor Rimsza's comments on the slides.

Mr. Bourey stated that the Vision 2025 budget was discussed with the Executive Committee last month and Mayor Rimsza the previous week. He stated that about \$700,000 had been cut from a budgeted \$1.6 million. Mr. Bourey illustrated an overview of the budget by task, by entity, and by source funding strategy. Ms. Dornfeld stated that Vision 2025 has received a grant of \$50,000 from the EPA. Mayor Rimsza asked about the expenditure timeline. Ms. Dornfeld stated that an analysis of costs would be done after the Summit.

Mayor Rimsza stated that pledges of contributions at the beginning would be difficult. It takes time to build up a base. We need to stretch out the final results as a strategy to get private sector funds. Mayor Giuliano commented that we have enough work completed to approach prospective supporters with presentations in order to get their buy-in early. He stated we need to sit down with the Budget and Finance Subcommittee of the 2025 Vision Committee to determine a strategy and timeline. The timeline is needed to raise money for tasks as they come up.

There being no further business, the meeting was adjourned at 12:00 p.m.

---

Chairman

---

Secretary